

## **SECTION 2**

# **INNOVATIVE TRENDS OF MANAGEMENT AND TOURISM BUSINESS DEVELOPMENT**

### **HOTEL AND RESTAURANT BUSINESS AS AN INDUSTRY**

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The hotel and restaurant business is an industry with a high level of competition, that aims to maximally satisfy the needs of consumers, provide them with a high level of comfort, satisfy a wide variety of household, economic and cultural requests.

The hotel industry is one of the most dynamic areas of the labor market. Therefore, if you wish, you can very quickly make a successful career in it. But at the same time, you need to be prepared to work overtime when others are resting. The main task of specialists working in modern hotels and restaurants is the creation and implementation of the latest working methods, which are ensured by the collective efforts of employees of all services, constant and effective control, improvement of forms and methods of service, the study and implementation of best practices, new equipment and technologies.

The hospitality industry is a company of hotel, restaurant services, recreation and leisure has always been an object of close attention. The hotel business is an area that places great demands on people. Accommodation, according to the terminology of the World Tourism Organization (UNWTO), is any facility that regularly or sometimes provides tourists with accommodation for an overnight stay. In practice, accommodation facilities represent a wide range – from expensive 5 star hotels to tourist shelters.

Customer service is an important part of any business. The hospitality industry is understood as entrepreneurial activity in the market of services related to servicing guests. They may be tourists, business travelers, business representatives, vacationers, clients, decisive personal and family interests. The hospitality industry also includes the organization of public catering, sports and other entertainment, leisure parks, etc. Based on these definitions, we can conclude that the hospitality industry is a tourism industry that includes and unites various enterprises of the tourism industry: hotels, tour operators and travel agencies, catering, transport and excursion services, etc., as well as organizations providing related services.

In the book “Rules to Break and Laws to Follow” Don Peppers and Martha Rogers write: “Customers have a good memory. They remember you whether you remember them or not. ... The customer’s trust can be destroyed

instantly by a gross mistake in the service, or once undermined by many small demonstrations of disrespect and incompetence”.

The hotel business appeared in the days of Ancient Greece and Ancient Rome. Indeed, in many regions of these ancient civilizations one could find analogues of modern hotels. In those days, they were often called inns. In most cases, they were located at the forks of trade routes, since it was the traders who most often used their services. Of course, comparing modern hotels and projects at the beginning of the 20th century, one can notice obvious progress in servicing guests and in the range of services offered. Nowadays the tallest hotel is the hotel located in the city of Dubai, it is located at an altitude of 321 meters, in total, there are 202 hotel rooms in this hotel, it is very popular among tourists of this beautiful city. And the oldest restaurant in the world – “St. Peter’s Monastery Cellar”, is located in the Austrian Salzburg near the monastery walls of St. Peter’s Abbey. Visitors to the restaurant were many famous personalities, but the most revered is Wolfgang Amadeus Mozart, who often dined at the restaurant with his family.

Thus, having analyzed and summarized the above information, we can say that the hotel industry today is an important component of the economic sector, the product of which is a hotel service that has its own specifics. Hotel companies providing this service provide not only accommodation and catering services, but also a wide range of additional services. Based on it, it is legitimate to single out the hotel industry as the largest integrated component of the tourism and hospitality industry.

#### **References:**

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## **ENGLISH LANGUAGE SPREAD THROUGH TOURISM DEVELOPMENT IN TURKEY**

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Turkey is the country well known all over the world as a perfect tourism destination, and Turkish experts in the field of tourism are making it more and more attractive for visitors and guests. The benefits of this country – favourable